Electronic-Business Competency Profile Crosswalk Document

This document provides instructors and administrators with links between the competencies and the Show-Me Standards for students in Missouri public schools and the *National Standards for Business Education.*

For the *National Standards for Business Education*, a numbering system has been developed, as the originals used bulleted items. A sample numbered item is IT.XII.2.1, which means Information Technology, Roman numeral XII, Level 2, the first bulleted item. Another sample numbered item is C.I.B.3.5, which means Communication, Roman numeral I, Section B, Level 3, the fifth bulleted item.

These suggested competencies, developed by an advisory committee, are intended to provide a basis for the curriculum for each course. Each list is neither inclusive nor entirely required. You may select competencies from this list, combine those with competencies from other lists, and develop competencies of your own to define the outcomes you expect your students to achieve. The Show-Me Standards identified provide guides. If activities you choose better aligned with other Standards, you should align your competencies/objectives to those Standards instead of those shown.

Competencies	Show-Me Standards	*National Standards for Business Education**
A. Examine the Electronic-Business (E-Business) Environment		
1. Discuss the evolution of the Internet and the World Wide Web	1.4, SC8	IT.XII.2.1
2. Assess the impact of the Internet on business	1.1, SS4	IT.I.2.5
3. Explain basic business functions (e.g., accounting, finance, and management)	1.9, SS4	IT.I.3-4.4
4. Analyze how basic business functions apply to an electronic business	1.10, CA3	IT.I.3-4.2
5. List the advantages and disadvantages of doing business online	1.6, CA6	IT.I.3-4.7, M.VIII.C.3.1
6. Discuss the global issues related to doing business electronically	1.9, SS5	IB.I.3.3
7. List the key characteristics of a successful electronic business	1.5, SC8	IT.I.3-4.4
8. Describe the components of a business plan	1.8, CA3	EN.IX.2.3
B. Identify Social, Legal, and Ethical Issues of E-Business		
1. Explain copyright and trademark laws as they relate to e-business	4.4, SS3	IT.XVI.2.2
2. Analyze security issues relating to the Internet, Intranet, e-commerce, etc.	4.4, 4.7, SC8	IT.XVI.3-4.2
3. Explain governmental polices related to e-business	4.1, 4.2, SS3	IT.XVI.1.2
4. Discuss ethical issues relating to e-business	4.4, SS6	IT.XVI.2.3

C.	**Identify Electronic-Commerce (E-Commerce) Functions**		
1.	Describe e-commerce software services and products (e.g., Websphere, Biztalk, and customer relations management software)	2.3, CA3	IB.III.D.3.1
2.	Define e-commerce models (B2B, B2C, B2G, etc.)	2.3, CA6	IB.III.D.3.1
3.	Distinguish between e-commerce activities that can be done on the Internet, an intranet, and an extranet	1.8, CA6	IB.III.D.3.3
4.	Discuss electronic customer communication issues (e.g., telephone and email)	2.2, 2.3, CA1	IB.III.D.1.1
5.	Identify electronic order fulfillment procedures	1.8, CA4	IB.III.D.3.3
6.	Describe collection and payment options for Websites	1.7, MA1	IB.III.D.3.3
7.	Compare the uses of databases in e-commerce (e.g., supplier and customer)	1.4, SS5	IT.V.3.4
8.	Discuss how research is used to gather information in e-commerce (e.g., customer behavior and demographics)	1.4, 1.6, SS7	IT.VII.3.1
9.	Describe ways to improve customer service through e-commerce	1.6, SC8	IT.VII.3.1
D.	**Plan for the Implementation of an E-Business Website**		
1.	Develop a business plan for an e-business	1.8, CA4	EN.IX.3.4
2.	Discuss the elements of good web design	2.1, CA6	IT.XII.2.3
3.	Critique various Websites	2.2, CA5	IT.XII.2.3, M.VIII.C.3.2
4.	Storyboard a Website	2.1, CA5	IT.XII.2.3
5.	Develop a Website and/or Webpage using authoring software	2.5, CA5	IT.XII.2.3
6.	Develop a Website and/or Webpage using HTML	2.5, CA5	IT.XII.2.3
7.	Publish a Website	2.5, CA6	IT.XII.2.3
8.	Describe methods for promoting a Website	2.3, SS4	IT.XII.3-4.2
9.	Locate places to post a Website	2.7, SS7	IT.XII.3-4.2
10.	Explain ways to maintain a Website	3.6, CA5	IT.XII.3-4.6
11.	Maintain a Website	2.5, SC8	IT.XII.3-4.6
12.	Analyze hardware and software requirements for a Website	3.8, CA6	IT.XII.3-4.4
13.	Describe the start-up and maintenance costs associated with a Website	3.8, SC8	IT.XII.3-4.4, M.VIII.C.4
E.	**Prepare for a Career in E-Business**		
1.	Demonstrate teamwork	4.6, SS6	C.III.4.2, IT.XIV.1.1
2.	Evaluate research skills	1.1, SS7	C.I.B.3.5
3.	Demonstrate decision-making skills	4.1, CA6	C.V.E.3.4
4.	Practice public communication skills	2.2, CA1	C.I.A.2.7
5.	Apply problem-solving skills	4.5, SC8	C.I.C.3.12
6.	Demonstrate initiative	4.7, HPE2	C.V.A.4.5

7. Illustrate proper Internet etiquette as it relates to e-business	4.4, CA1	IT.XVI.1.5, IT.XVI.2.3
8. Demonstrate leadership	3.6, HPE2	C.V.C.4.3
9. Develop an electronic resume	2.7, CA4	C.IV.3.4, C.IV.3.5
10. Describe career opportunities in e-business	4.8, CA6	IT.XVII.3-4.1
11. List available professional and industrial certifications	4.8, CA6	IT.XVII.3-4.4, IT.XVII.3-4.5
12. Develop a portfolio (e.g., business plan and business Website)	2.5, CA4	IT.XII.2.3

* National Standards for Business Education (Key)

A—Accounting	PF—Personal Finance
BL—Business Law	EN—Entrepreneurship
CD—Career Development	IT—Information Technology
C—Communication	IB—International Business
CO—Computation	M—Management
E—Economics	MKT—Marketing